



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/21 thru 03/27.
 (prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Mar 21, 2008

NATIONAL SUMMARY

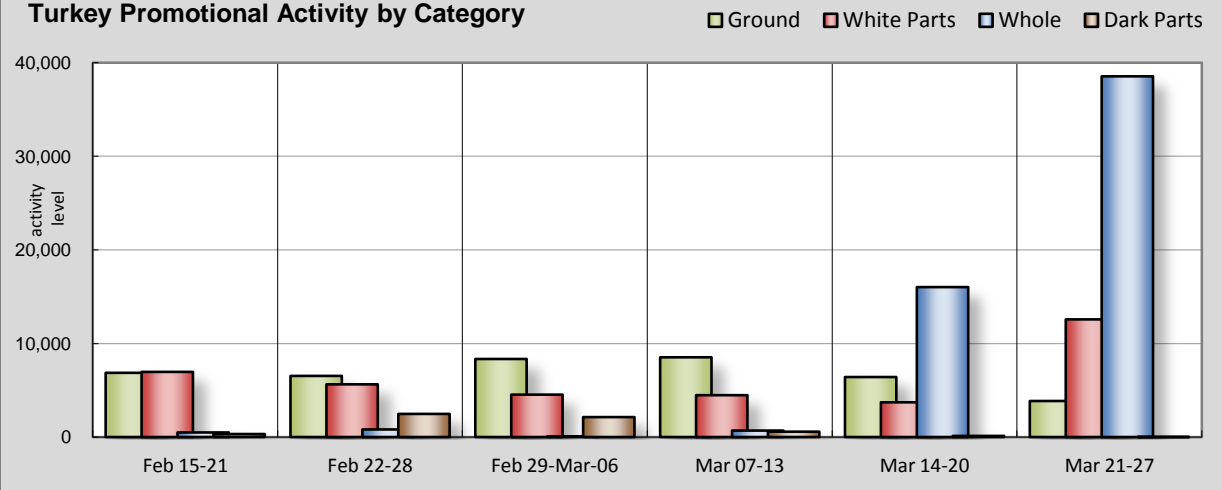
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	81.0% of 18,000 outlets		54.0% of 18,000 outlets		46.1% of 17,000 outlets	
Special Rate ^{4/}	9.4%		8.0%		7.2%	
Activity Index ^{2/}	55,400		27,410		15,750	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	12,340	1.25	4,620	1.23	310	1.19
" - Toms	10,410	1.26	4,510	1.23	110	0.99
Frozen - Hens	8,490	0.92	3,570	0.89	440	0.84
" - Toms	7,300	0.91	3,320	0.88	530	0.87
PARTS:						
Breast:						
Bone-in, whole						
Fresh	2,930	2.11	680	2.20	220	1.08
Frozen	7,280	1.67	1,380	1.75	950	1.58
Hotel Style						
Fresh	20	1.99	320	1.06	300	1.06
Frozen						
Split, bone-in						
Fresh			40	2.49	110	2.26
Rotisserie	890	8.11	190	7.43	460	6.26
Boneless, whole						
	260	2.43	60	4.16	10	4.99
Cutlets						
	450	4.75	20	4.49	650	4.22
Cutlets, thin sliced						
	370	5.49	370	4.54	50	4.99
Strips						
			270	4.46		
Tenders						
	370	3.71	380	4.02	400	3.66
Marinated Tenders						
	340	3.90	950	3.94	750	3.85
Drumsticks						
			40	1.49	620	1.29
Thighs						
	10	1.29	40	1.79	20	1.49
Wings						
	10	1.49	10	0.99	600	1.28
Necks						
					10	1.49
Smoked Drumsticks						
			30	2.99	20	1.79
Smoked Wings						
					190	1.26
Smoked Necks						
					170	1.29
GROUND TURKEY:						
	3,850	2.76	6,410	2.79	8,820	2.35
Patties						
	300	2.69	490	2.70	1,770	2.56
Sausage						
	1,510	2.57	2,110	2.62	1,550	2.44
85% lean						
	110	1.81	170	1.43	2,210	1.78
93% lean						
	1,150	2.25	2,030	2.20	2,640	2.31
Breast						
	780	4.05	1,610	3.92	650	3.65
Rolls (frsh/frz 1 lb.)						
	80	1.25	200	1.06	10	1.98

Note: rolls not included in ground fresh ground turkey total and weighted average.

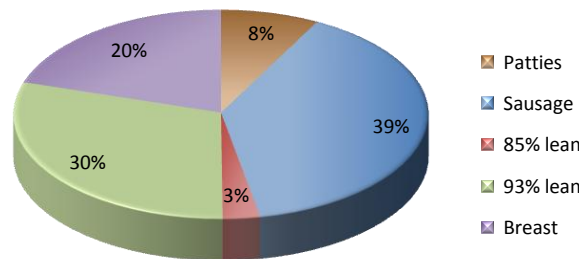
This Week's Turkey Feature Highlights

Retail activity is sharply higher on whole turkeys and bone-in breasts. Offers increase for fresh and frozen whole turkeys compared to the previous week, but do not reach the level of Easter week a year ago. Prices are stronger on hens and toms compared to both last week and to Easter the previous year. Breast cuts are very popular this week, especially fresh and frozen bone-in breasts at competitive prices. Dark parts continue to attract very little interest. Ground turkey promotions slip to the lowest level this year as retailers place more emphasis on holiday meats. Average ad prices on ground turkey are slightly lower due to attractive pricing on sausage. Turkey faces strong competition, especially from hams, as holiday ads reach their peak this week.

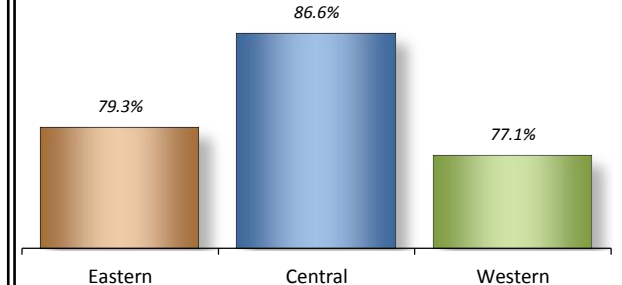
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Feature Rate by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME, NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN, MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT, NM,NV,OR,UT,WA,WY)		
Feature Rate ^{1/}	79.3% of 8,100 sampled outlets			86.6% of 5,650 sampled outlets			77.1% of 4,250 sampled outlets		
Special Rate ^{4/}	10.4% of stores w/ no-price promotions			10.6% of stores w/ no-price promotions			5.8% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 27,050			Activity Index = 17,880			Activity Index = 10,390		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.90 - 1.69	5,840	1.22	0.88 - 1.69	3,390	1.32	0.98 - 1.79	3,110	1.22
" - Toms	0.98 - 1.69	4,940	1.21	0.88 - 1.69	3,000	1.37	0.98 - 1.69	2,470	1.23
Frozen - Hens	0.68 - 1.29	4,080	0.88	0.67 - 1.59	3,950	0.97	0.58 - 1.19	460	0.83
" - Toms	0.68 - 1.29	3,870	0.88	0.67 - 1.59	2,710	0.98	0.39 - 1.19	720	0.78
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.98 - 2.69	1,110	2.26	0.99 - 2.79	930	1.84	0.99 - 2.59	890	2.22
Frozen	1.29 - 2.29	4,180	1.63	0.99 - 2.19	2,650	1.67	0.99 - 2.99	450	2.10
Hotel Style									
Fresh	1.99	20	1.99						
Frozen									
Split, bone-in									
Fresh									
Rotisserie	5.99 - 9.99	290	8.09	5.99 - 9.99	580	8.12	7.99	20	7.99
Boneless, whole	3.99 - 4.49	30	4.30	2.19	230	2.19			
Cutlets	4.99	210	4.99				4.54 - 4.55	240	4.55
Cutlets, thin sliced	5.49	370	5.49						
Strips									
Tenders							3.19 - 4.00	370	3.71
Marinated Tenders	3.73	210	3.73	4.26	120	4.26	3.29	10	3.29
Drumsticks									
Thighs				1.29	10	1.29			
Wings	1.49	10	1.49						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	1.99 - 2.69	160	2.42				2.99	140	2.99
Sausage	1.59 - 2.80	580	2.16	2.45 - 2.87	110	2.50	2.05 - 2.99	820	2.87
85% lean	1.99	50	1.99	1.66	60	1.66			
93% lean	1.68 - 2.79	990	2.19	2.00 - 2.80	130	2.70	2.00 - 2.79	30	2.23
Breast (99-100% lean)	3.99 - 4.99	110	4.09	3.58	10	3.58	3.19 - 4.39	660	4.05
Rolls (frsh/frz 1 lb.)	1.25	80	1.25						